



A S U M M A R Y

December 1, 2015

DOWNTOWN SANTA CLARA – COMMUNITY MEETINGS

Santa Clara, California - October to December 2015

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Welcome & Tonight's Agenda

- Welcoming Remarks
- Introductions – Everyone
- Agenda for the Three Community Meetings:
 - October 21, 6:30 to 8:30 at City Council Chambers
 - October 26, 3:00 to 5:00 at the Main Library
 - November 11, 6:30 to 8:30 at SCU
- Presentation – A Summary of the Meetings
- Summary Discussion

Community Meetings – Participants

Sanjeev Acharya . Cindy B . David Cajigas . Pat Calihan . Ruben Camacho . LaVonne Carrick . Bette Caulkins . Sancar Chen . John Davidson . Dave DeLozier . Shaivali Desai . Chris Dominguez . Johathan Evans . Frank Fuller . Julio Fuentes . Lorie Garia . Melissa Gilbert . Jamie Goodwin . Prescilla Haynes . Mike Hindery . Bev Hromec . L Hykema . 22 Michael Kohl . Patricia L . Marguerite Lee . Jane Lin . Pat Mahan . Donna Marencia . Lov Marian . Jamie Matthews . Betsy Megas . Kevin Moore . Shirley O . Pat . Carol Parkinson . Bill Pugh . Kevin Riley . Gloria Sciara, Gabrielle Seagrave . Chris Shay . Jenni Sigi . LaDonna Silva . Roland Shehadeh . Ruth Shikada . Heidi Sokolowsky . Spike Standifer . Janet Stevenson . Tim Steele . Rob Tersini . Roy Truitt . Judy Tucker . Charles Tucker . Kirk Vartan . Dave Vierra . Steve White . Jim Wilhelm . Jennifer Yamaguma .


More than **55** people attended the community meetings.

Open City Hall Responses



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Open Topics

Closed Topics



Downtown Development

Tell us about your vision for Downtown Santa Clara!

The deadline has passed

This topic has an introduction from the City of Santa Clara, 61 visitors and 28 responses. The deadline for participation was 12:00 AM on November 22, 2015.

Go to the topic

Read Less

28 people responded on the
Open City Hall Website

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Community Meetings – Agenda

Downtown Santa Clara Community Meeting #1

Wednesday, October 21, 2015, 6:30 pm to 8:30 pm

Santa Clara Civic Center, Council Chambers

AGENDA - 10/21/15

Welcoming Remarks - Mayor, City Manager, Economic Development Officer (5 Minutes)

1. Introductions - Everyone (5 Minutes)
2. Overview of Community Meetings - Frank Fuller & Heidi Sokolowsky, Urban Field Studio (5 Minutes)
3. Presentation of Comparable Downtowns - Frank Fuller & Heidi Sokolowsky, Urban Field Studio (15 Minutes)
4. Small Group Discussions - Overview & Explanation
5. Topics for discussion (45 Minutes)
 - a. *Where is Downtown Santa Clara?* How do you describe how to get there and how would you like to describe where the Downtown area is in the future?
 - b. *What is Downtown Santa Clara today?* Is it a main street, a mixed-use district, a town & gown place, a transit center, or something else? What do you like about Downtown and where do you go when you visit the Downtown area?
 - c. *What should Downtown be in the future?* Is there a place in the United States that you like which most resembles your vision for Downtown?
 - d. *What are the first steps for improvement?* What first steps would help make the Downtown more like your vision? What kind of places and services would make you visit Downtown more often in the future?
6. Small Groups Reporting Back (30 minutes)
7. Written Comments, Summary and Next Meetings (15 minutes)
8. Adjourn

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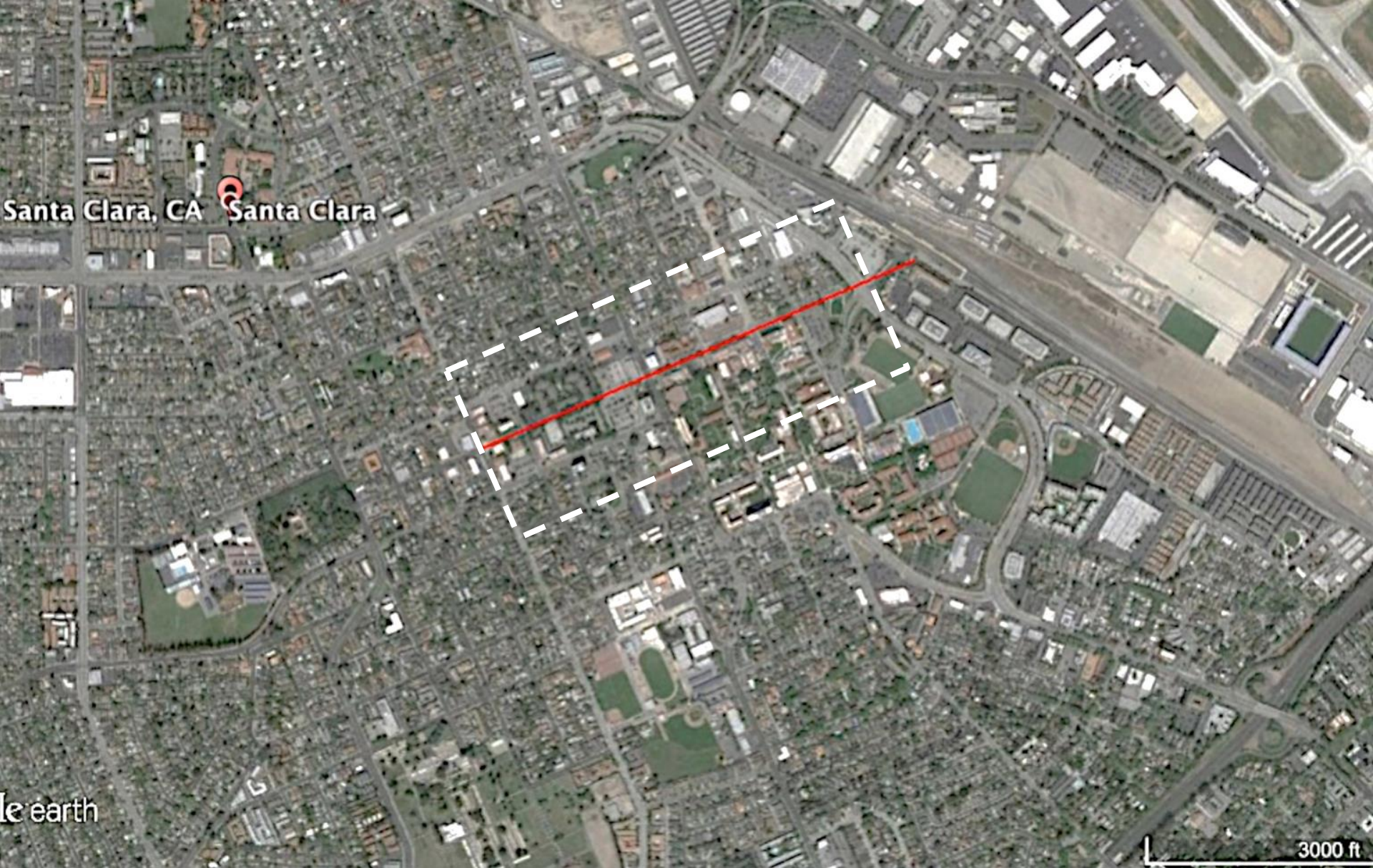
Introductory Presentation



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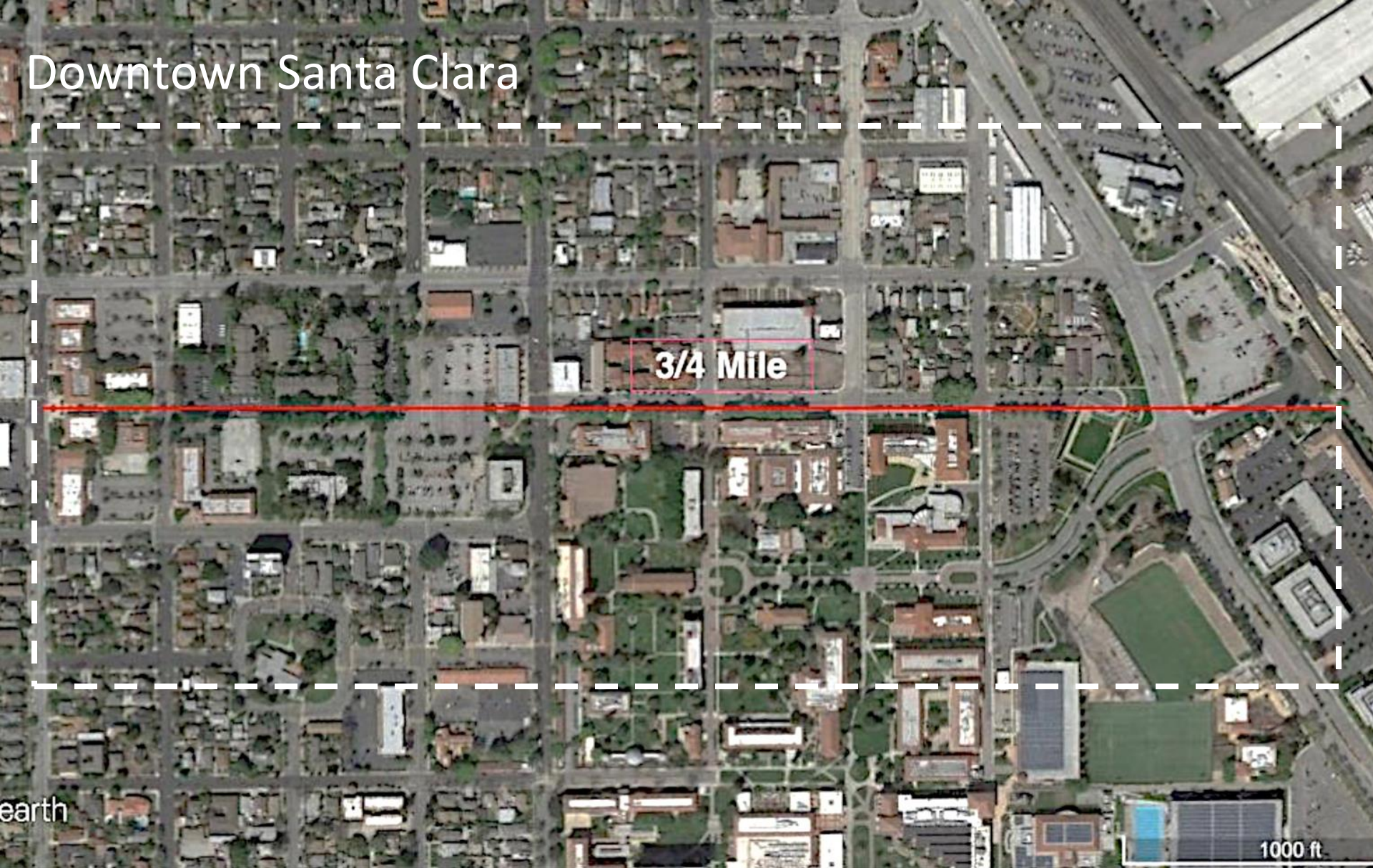
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Downtown Santa Clara

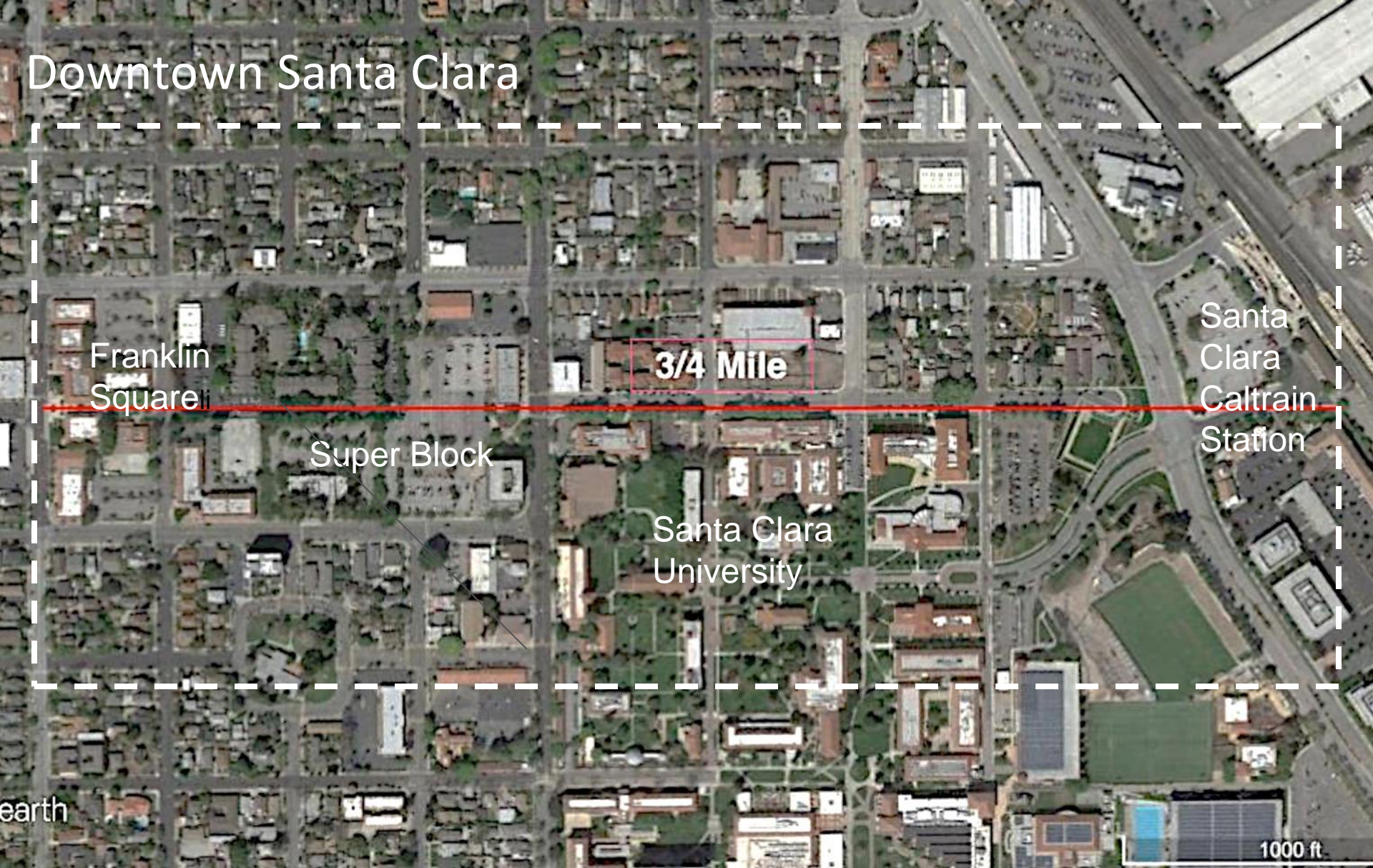


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Downtown Santa Clara

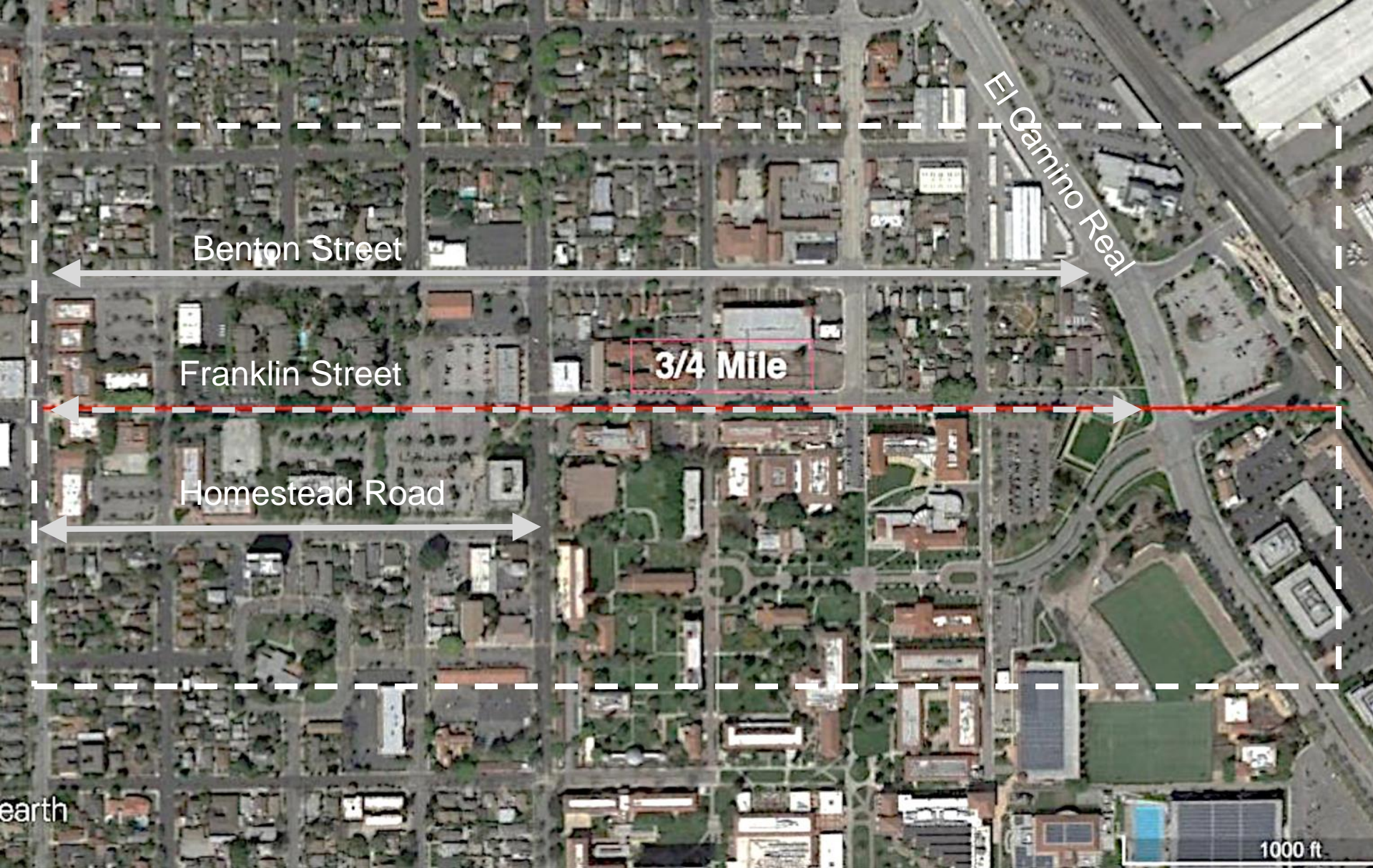


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Franklin Street



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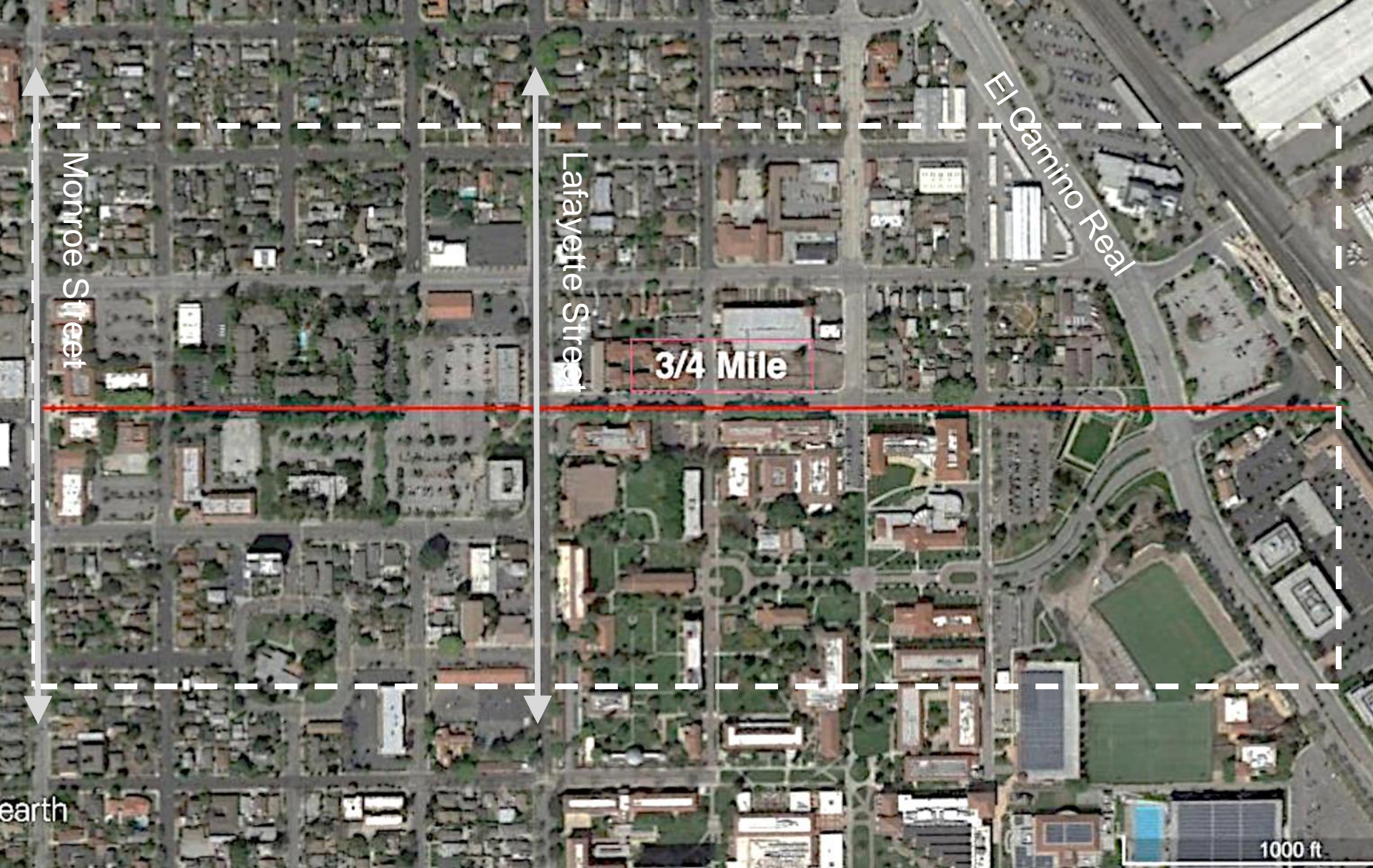
Homestead Road



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Lafayette street



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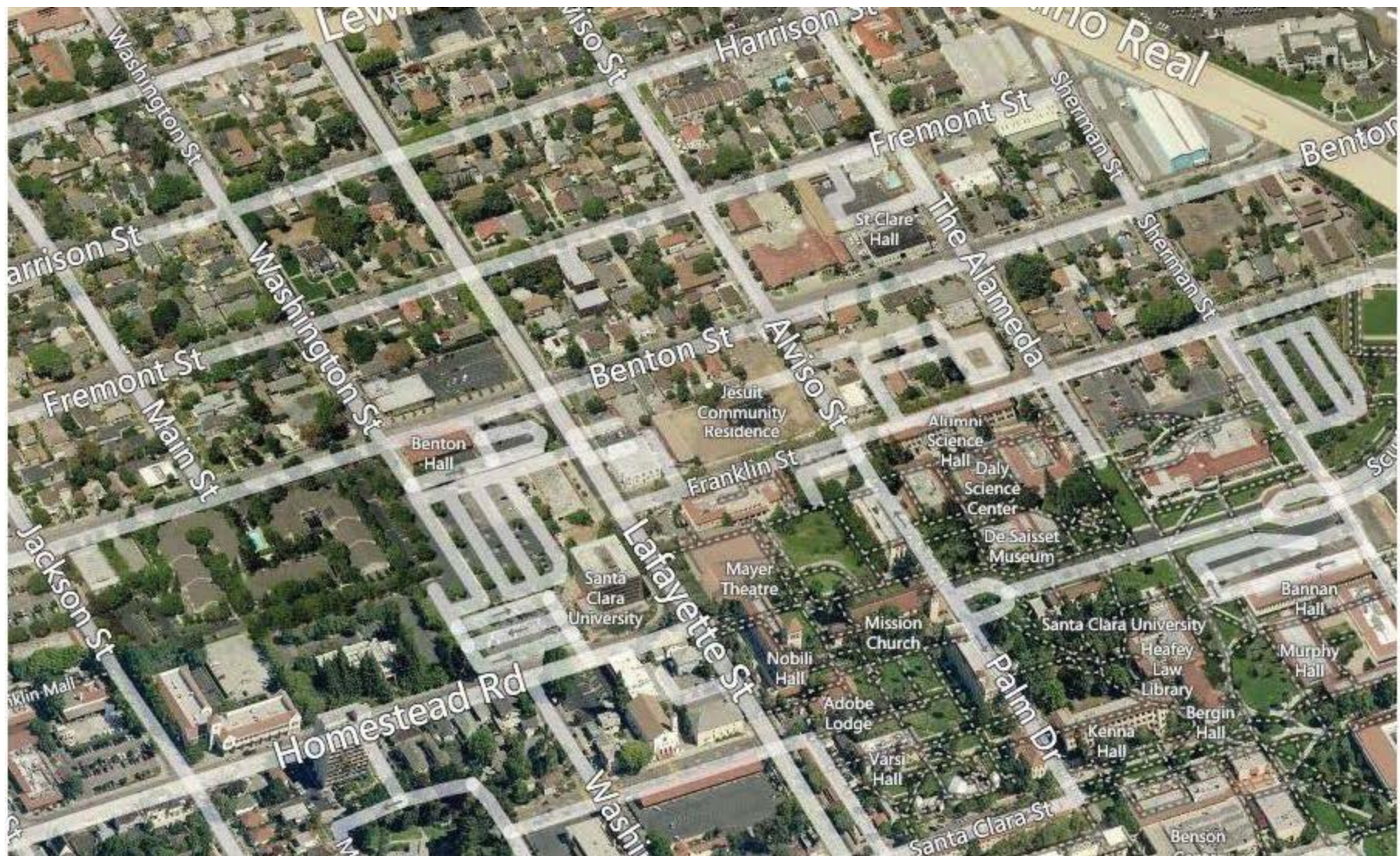
Monroe Street



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Small Group Discussion Topics

- *Where is Downtown Santa Clara?* How do you describe how to get there and how would you like to describe where the Downtown area is in the future?
- *What is Downtown Santa Clara today?* Is it a main street, a mixed-use district, a town & gown place, a transit center, or something else? What do you like about Downtown and where do you go when you visit the Downtown area?

Small Group Discussion Topics

- *What should Downtown be in the future?* Is there a place in the United States that you like which most resembles your vision for Downtown?
- *What are the first steps for improvement?* What first steps would help make the Downtown more like your vision? What kind of places and services would make you visit Downtown more often in the future?

Downtown Aerial – Base Plan



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Community Meeting #1

October 21st 2015, 6:30 to 8:30 pm
Santa Clara City Council Chambers

Community Meeting #1



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Meeting #1 – Group A



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WHERE IS DOWNTOWN?

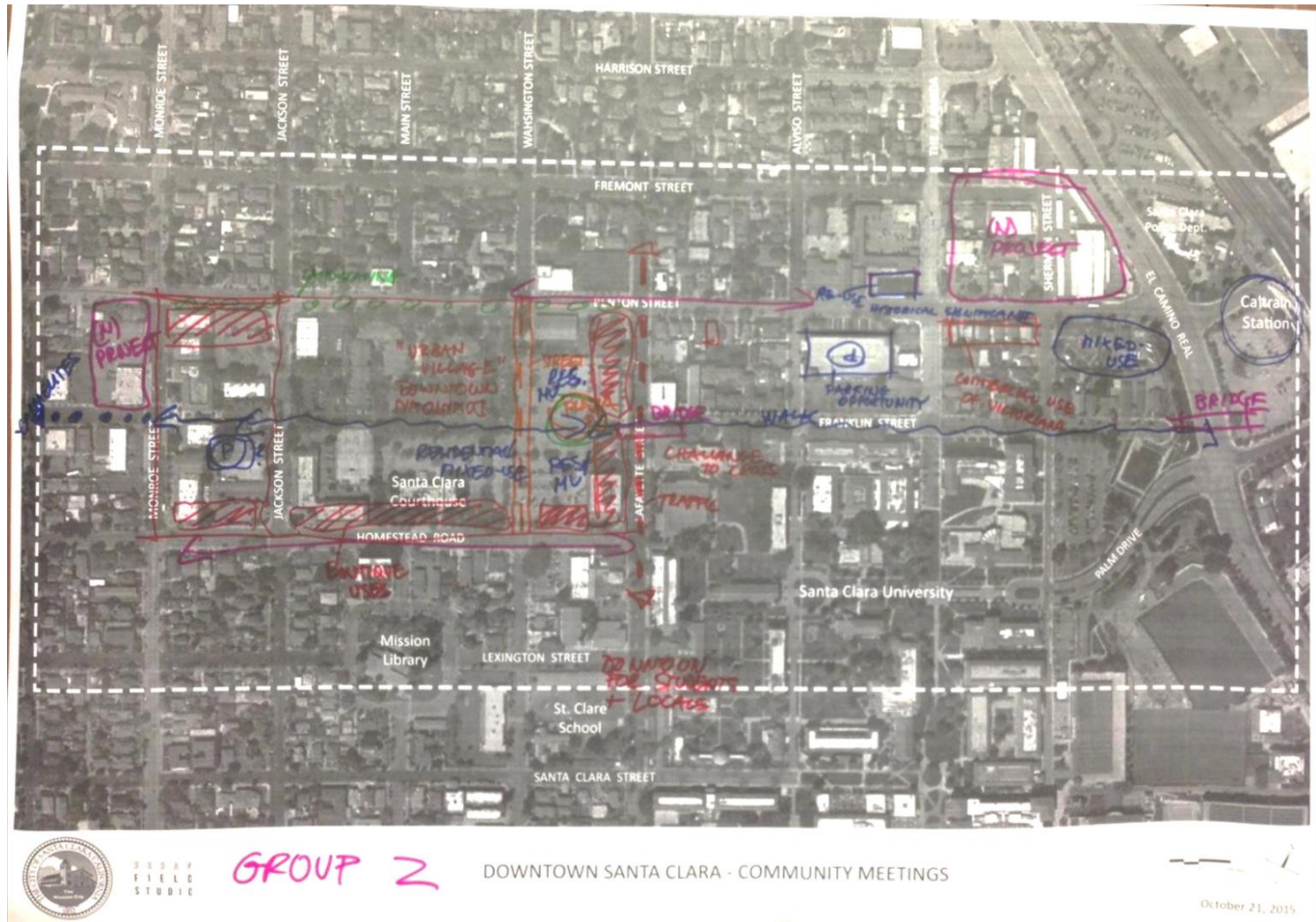
- No reference
- Franklin Mall
- Needs to be new vision
- Confusing - 3 streets
- University involved (future idea)
- Not a place to go - easy reference
- Needs to include 3 landmarks
- Access

Meeting #1 – Group A

Key Ideas

- Downtown should be on **Franklin Street**, as it was in the past.
- Franklin should be **pedestrian-friendly**: a pedestrian mall from Lafayette to ECR. It could also be pedestrian-only within superblock; then more pedestrian-oriented west of Monroe.
- **Connecting to Caltrain** is important via a pedestrian overcrossing or undercrossing from Franklin.
- Free parking is desired; a **parking strategy is needed**.
- **Historic design styles** are important (Mission, Adobe, Spanish).
- Downtown is a commercial area; a **diversity of tenants** desired and a retail strategy is needed.

Meeting #1 – Group B



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Downtown in the future

② GRZ

- major downtown is around super block and Franklin Square
 - need parking
 - need architecture
- need to walk from station to downtown
 - the concern w/ the old historic homes on the connection
- from station concern w/ 1st sight being apartment/retail
- how how ~~is~~ should it go? past Carmelites?
- can use old Victorians for other uses ... doesn't have to be torn down *see's*
- Super block "in the middle" could be the most intense part of the DT
- connections w/ retail give people a reason to walk
- when thing start to get built, others will come along...

Meeting #1 – Group B

Key Ideas

- Downtown **needs a new vision.**
- The biggest attraction is the **University**. The downtown needs to be more attractive to students; create a college town.
- Downtown should **match University architecture** with classic brick facades.
- Downtown is currently around **the “super block” and Franklin Square**. The super block “in the middle” should be the most intense part of the Downtown.
- Keep the **Post Office building**, but allow new uses in it.
- Keep and **reuse Historical Houses**

Meeting #1 – Group B

Key Ideas

- **Franklin Street** should be a pedestrian area that goes all the way west to Monroe Street.
- **Vehicular traffic** should stay on other streets like Homestead, Benton & Monroe Streets.
- **Tie the area together with transit** and make it possible to walk from the Caltrain station to downtown.
- Retail stores are desired, including **independent and local** businesses, bookstores, and pubs.
- **Parking is needed**; consider permit parking, building new parking or sharing University parking.

Meeting #1 – Examples



Campbell Avenue, Campbell

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Meeting #1 – Examples



Santana Row, San Jose

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Meeting #1 – Examples



Downtown Chico

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Community Meeting #1

First Steps

- **Define Downtown** “District” boundaries.
- Determine key importance of **Franklin Street as the critical spine**.
- Decide **what is special** about Downtown Santa Clara.
- City should make a clear plan by sub-areas with **policies describing a “vision”** for the Downtown.
- **A Specific Plan** is needed, which will help developers do what City has envisioned and thereby minimized their risk.
- **Streetscape improvements** are important to Downtown.

Community Meeting #1

Summary

- Downtown should be around **super block and Franklin Square**.
- Franklin should be **pedestrian-friendly** and connections to the Caltrain Station should be walkable.
- **Small and diverse stores**, pubs, cafés, and restaurants are desired.
- Parking is important; the Downtown needs **a parking strategy**. Consider use of existing parking before building new.
- Buildings should reference **historic architecture styles** of the University.
- Identify historic structures and institute **adaptive reuse**.

Community Meeting #2

October 26th 2015, 3:00 to 5:00 pm
Santa Clara City Library

Community Meeting #2



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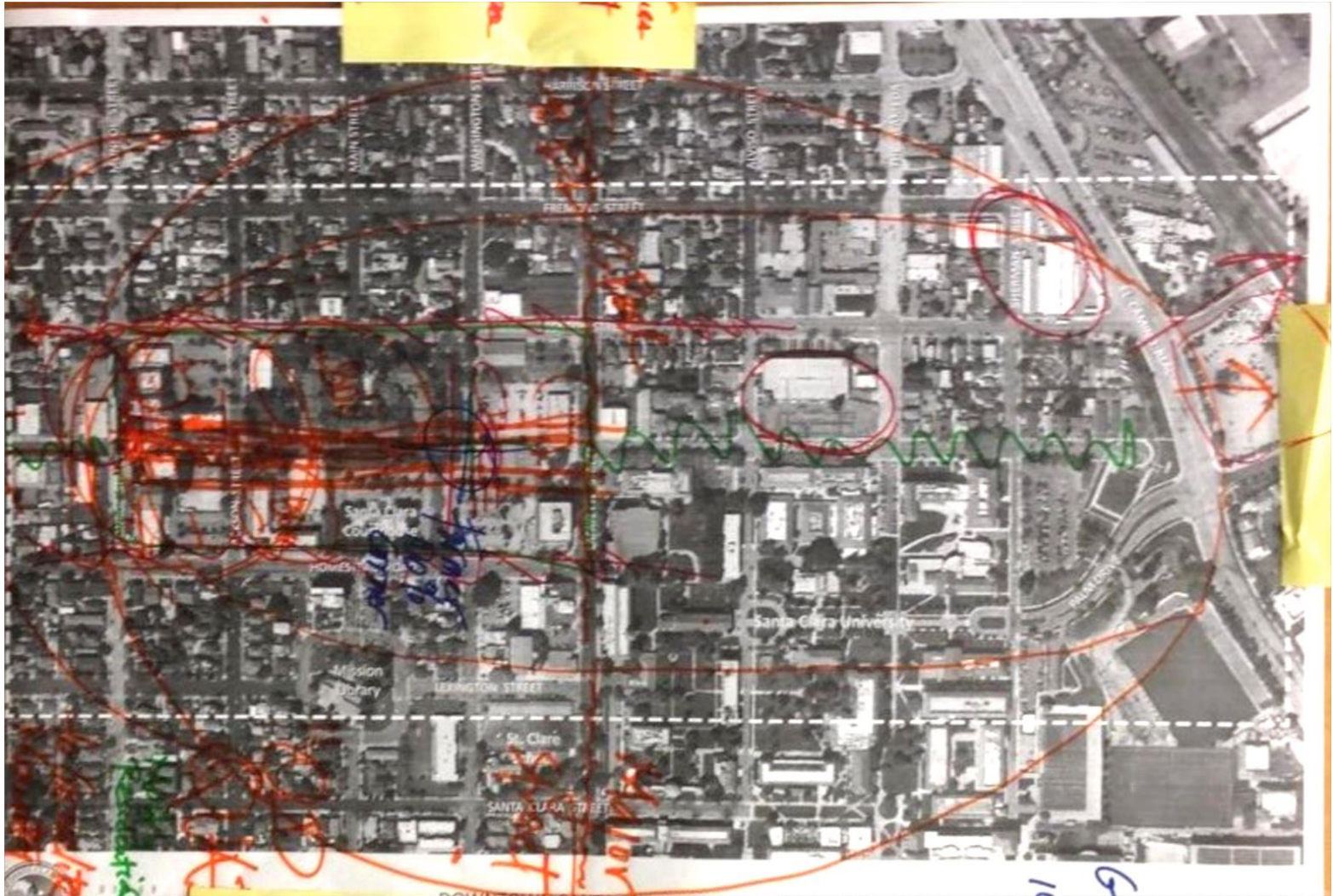


Meeting #2 – Group A

Key Ideas

- Downtown should **focus on the super block**.
- Create **walkable environments** with patios, green space, and courtyards. Franklin should be an attractive pedestrian environment with uniform streetscape along its length.
- **Local small-scale retail** is desired: boutiques, cafés, restaurants, hardware, pharmacy, bookstore, small supermarket.
- **Reuse historic buildings** for retail and/or relocate homes.
- Use **strategic infill** opportunities for development Downtown.
- Create **a multi-generational** appeal and design.

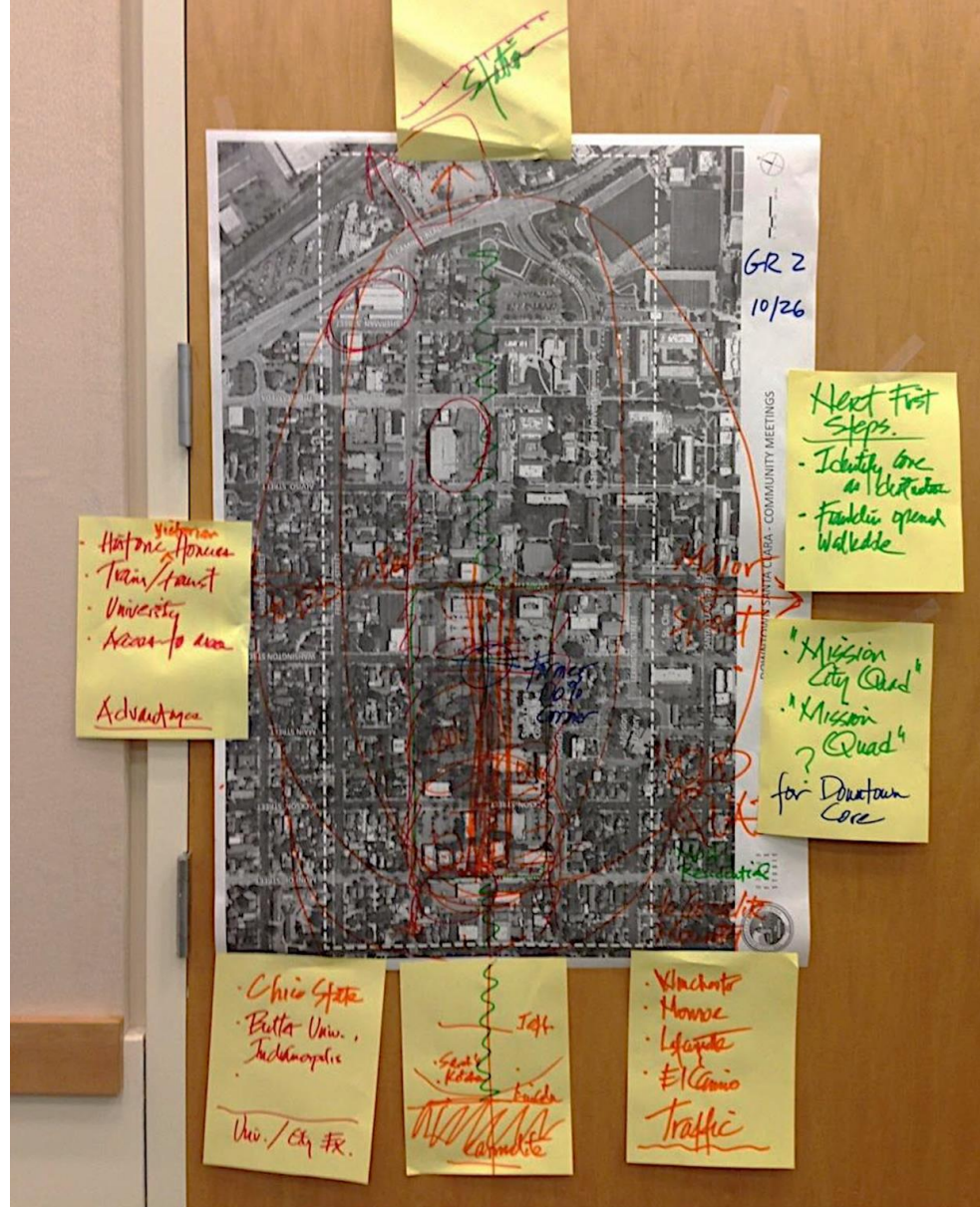
Meeting #2 – Group B



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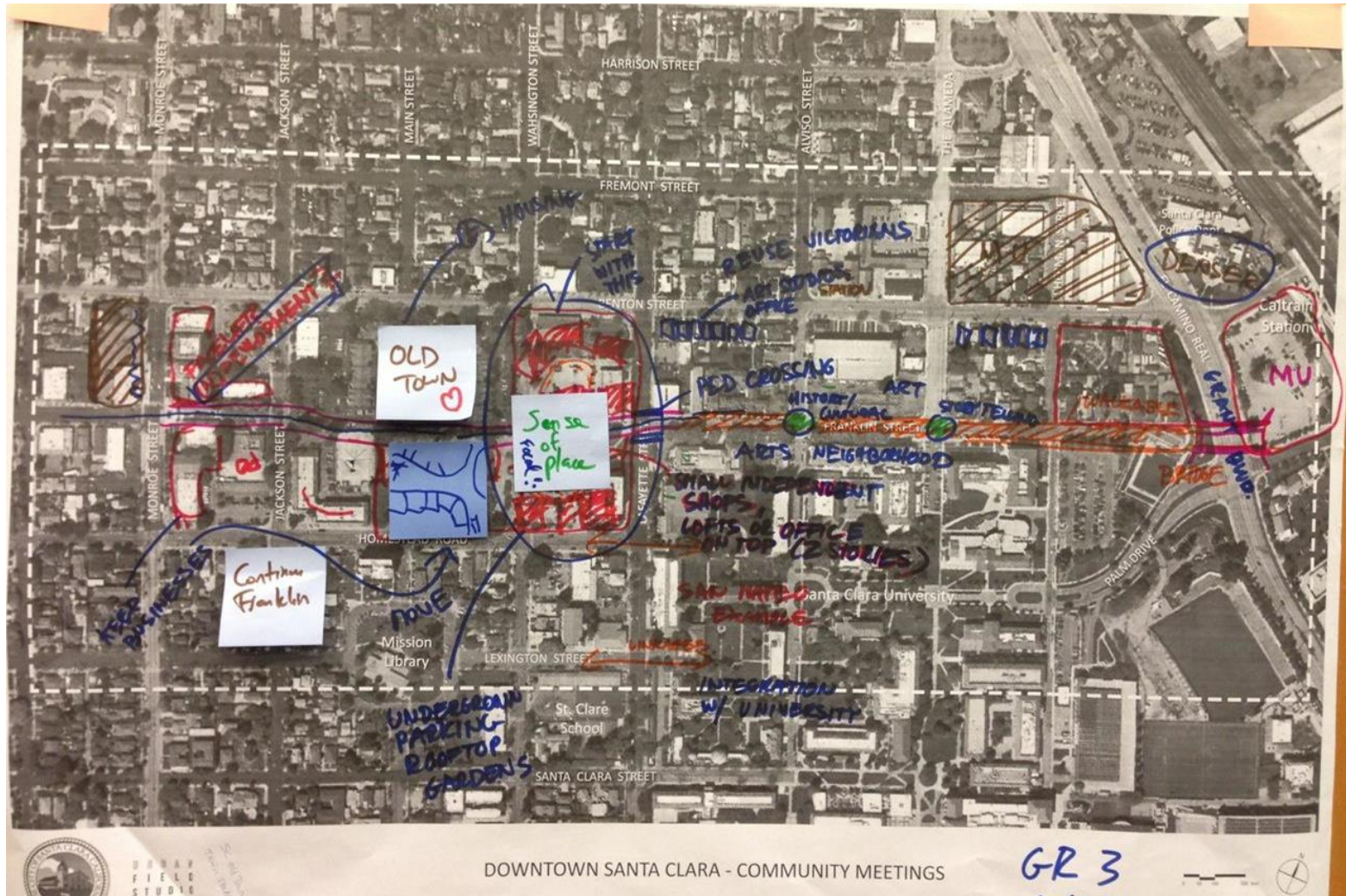
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Meeting #2 – Group B

Key Ideas

- Continue **Franklin Street** through the super block core area.
- Concentrate development along Franklin in the “**super block**” between Lafayette and Monroe.
- **Celebrate the Downtown** with its historic buildings, the University, a good transit center and great access.
- Consider **underground parking** for Downtown development.
- **North-south car traffic** needs to be routed primarily on Winchester, Monroe, Lafayette and El Camino.
- Think about right **scale** of development for the Downtown.

Meeting #2 – Group C



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Meeting #2 – Group C

Key Ideas

- Downtown should be concentrated along and around **Franklin Street** from Monroe to Caltrain Station. Franklin Street through continue through the super block to create a “Main Street” spine.
- There should be a **pedestrian connections** to the University campus, including creation of historic and cultural references.
- **“Old Town”** should be the name of Downtown and the heart of Santa Clara with historical references.
- Have the **arts-related uses** near and on campus relate to the commercial and entertainment uses in the Downtown.

Meeting #2 – Group C

Key Ideas

- Create a **pedestrian bridge** across El Camino on Franklin Street to the Caltrain Station.
- Include **courtyards and plazas** with trees for shade and street character.
- Uses in the Downtown should include **smaller stores, cafés,** office, and housing, including lofts.
- The **height of buildings** should be two stories in the core with more height and density allowed along El Camino.

Meeting #2 – Examples



Lincoln Avenue, Willow Glen, San Jose

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Meeting #2 – Examples



Residential Street, Boston, MA

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Meeting #2 – Examples



Japantown, San Jose

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Community Meeting #2

First Steps

- **Identify** the Downtown area.
- Extend **Franklin Street** through the super block.
- Make **streets walkable** in the Downtown.
- “Mission City Quad” or “**Mission Quad**” as a possible names for the Downtown.
- Focus on **Old Town “heart”** to create sense of place and focus.
- **Integrate University** with Downtown through better connections and uses.

Community Meeting #2

First Steps

- **Test feasibility** of Downtown sites and major projects before proceeding to development and construction.
- Prepare **traffic study** for the area.
- Consider creating **design guidelines** for Downtown.
- Work on attracting a **small supermarket** for Downtown area.
- Conduct a **survey of current retailers** to find what they consider best for the future of Downtown.

Community Meeting #2

Summary

- Three groups deliberated in Meeting #2.
- Concentrate development in **superblock** area.
- Extend **Franklin Street** through core area; either as pedestrian connection or street.
- Create a **walkable** environment with connection to the station.
- **Local** small scale shops and restaurants.
- Create a sense of place with **historic** reference; reuse Victorians.
- Consider underground **parking**.
- Better integration with the **University**.

Community Meeting #3

November 11th 2015, 6:30 to 8:30 pm
Kennedy Commons,
Santa Clara University

Community Meeting #3



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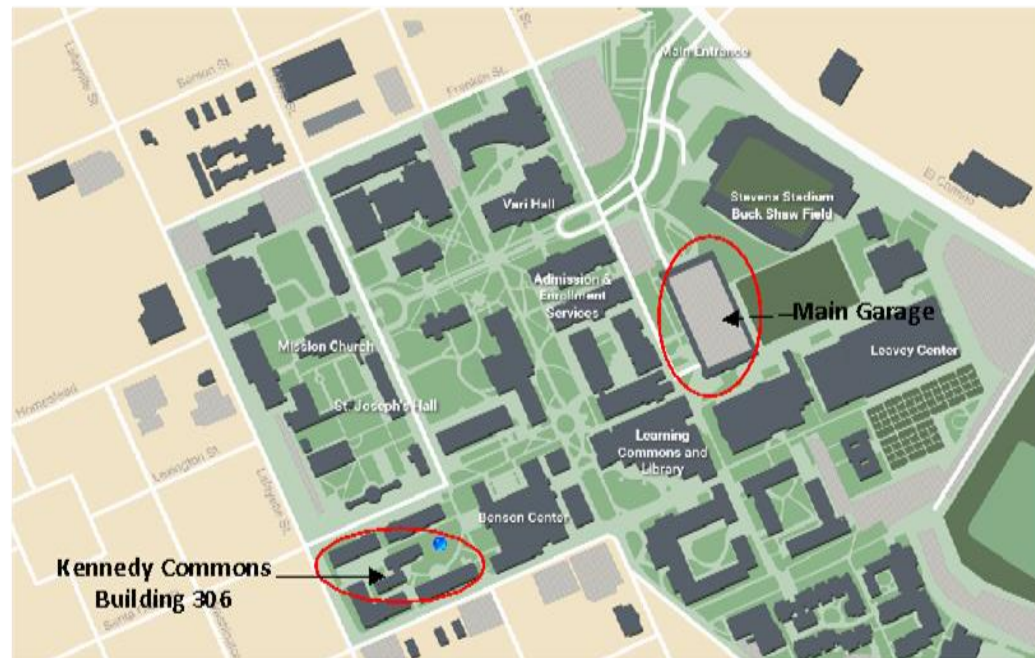
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Community Outreach Meeting
Downtown Meeting #3
Wednesday, November 11, 2016, 6:30 – 8:30 p.m.
Santa Clara University Kennedy Commons, Building 306

Parking:

A notice has been submitted to the SCU Transportation office of this event and its location. Please check in with the parking attendant at the main entrance (500 El Camino Real), and say you are attending the meeting at Kennedy Commons. Attendees will not need to pay for parking, you will be given a visitor's parking permit and can park in the main garage.



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Meeting #3 – Group A



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- Move City Hall possibly
- University feels too closed off now
- Heart of downtown Washington / Benton
+ Homestead
- Unique college village
- Boutique shopping / small; quaint
- Survey other downtown areas to seek feedback on what they like / would want to see
- Include movie theater possibly
- Bookstores, ice cream, dining (cafe)
independent shops
(Sunnyvale + Campbell + Menlo Park)
craft stores
toy shop

Meeting #3 – Group A



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Meeting #3 – Group A

Key Ideas

- Create **a historic walk** and provide supporting wayfinding from the Historic Depot, across El Camino, through campus and down Franklin, highlighting historical information using photographs.
- Create better **connections to Caltrain** from the Downtown and provide a connection over or under the tracks.
- Make Downtown **a unique college village**; do not close off the University from rest of the downtown.
- Some said no more than 4 stories, others said to include housing density that is 7-11 stories. **“Density is needed to make it work.”**
Break up the height and mass so buildings vary in scale.

Meeting #3 – Group A

Key Ideas

- Put **parking underground** under streets and in general hide the parking from public view. Incorporate bike-sharing into Downtown.
- There was a desire for more development, retail and dining in **Old Downtown on Franklin**, as well as boutique shopping, small and quaint stores that sell books, ice cream, coffee. Also there should be restaurants with outdoor seating, independent shops, craft stores, toy shops, and possibly movie theaters.
- Some members suggested that **City Hall should be Downtown.**

Meeting #3 – Group B



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SCU looking at bringing out a history walk ③
Franklin Street

"intersections of time on Franklin" -
each one has a different story

SCU wants to draw from Franklin through
campus and to station ^(on West)

Idea - look down through plexiglass and see
foundation and historic history

Scale:

the question... how do you want people to get there?
(i.e. where will people park?) (how will they park -
surface, structure, above ground/under ground?)

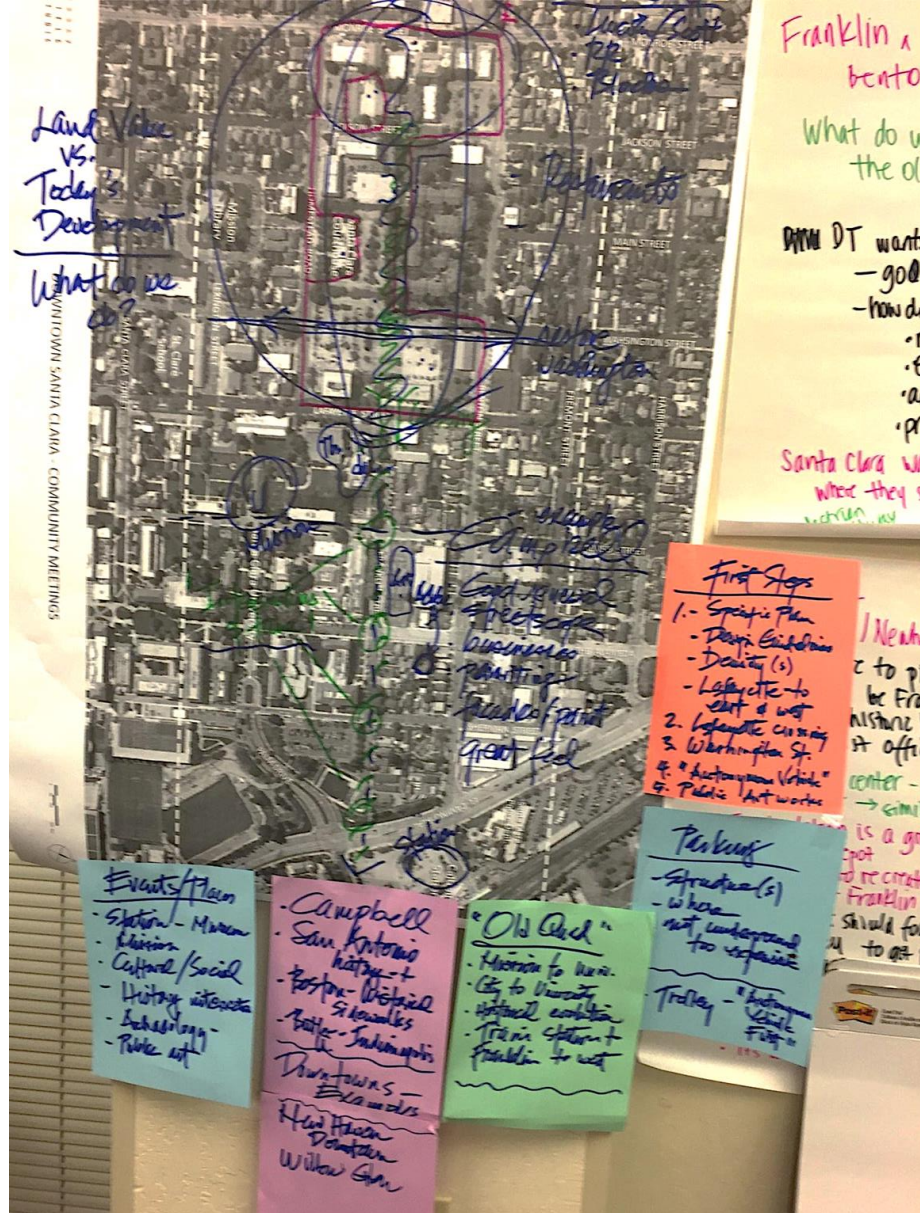
- example: went to Las Gatas no parking → leave

Indiepolis is an example of mix of university / DT

* incorporate art & natural history that's
here

* restoring Franklin Street. ~~with a lot of parking~~

- → need to be thoughtful about parking
(strategic)



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Meeting #3 – Group B

Key Ideas

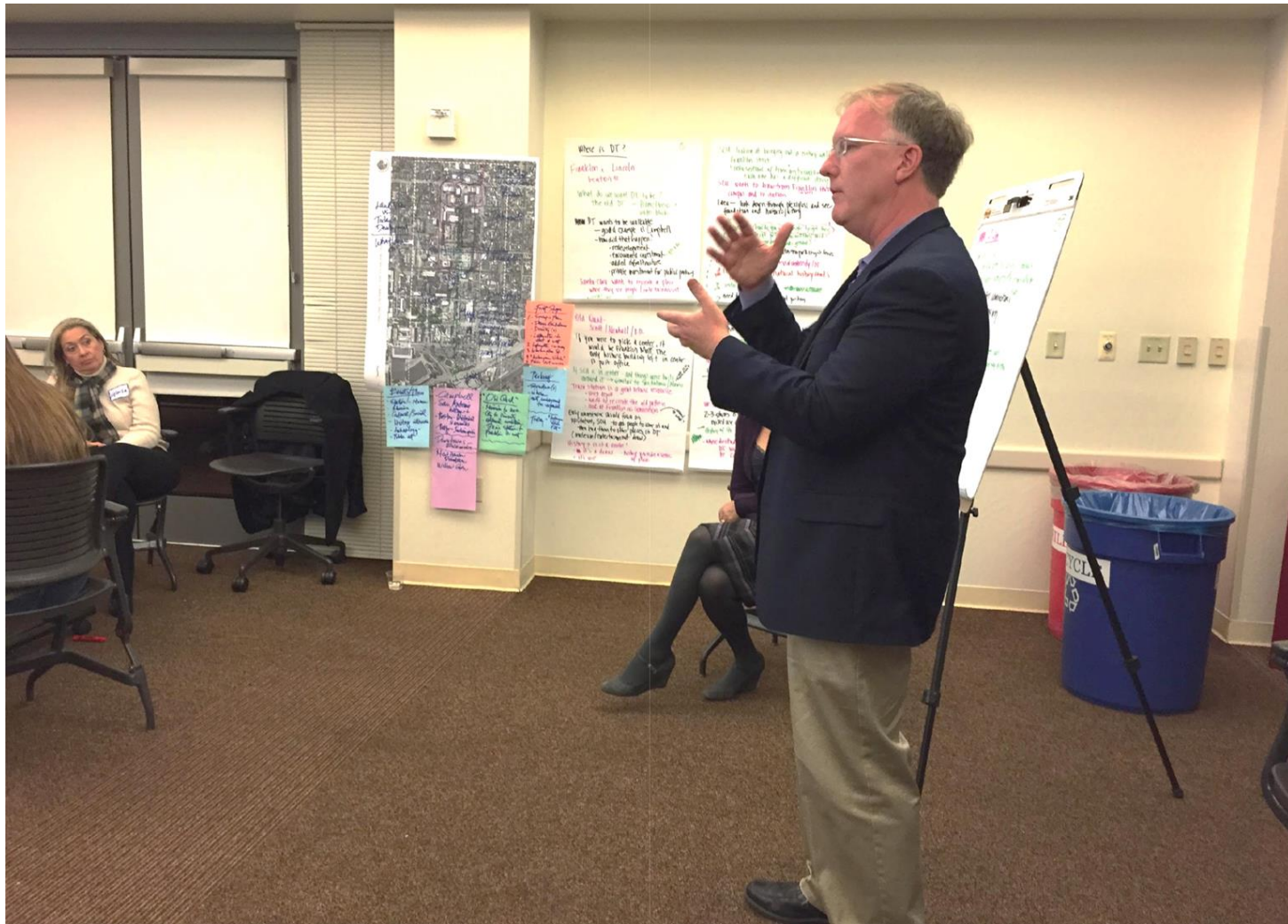
- Downtown is a place that should be **walkable and historical**.
- Re-create a place with **vibrant streetlife**, days and evenings.
- The **“Old Quad”** (Warburton/Scott/Newhall/RR) is the original layout of the town after the Mission. Then came the train and station, then the University, and now better connections need to be made to connect the City, the train and the University.
- **Santa Clara University** should be the core draw for the area.
- Strengthen historical aspects which focus on the Caltrain Station, Santa Clara University and Downtown. **Use the historical character** to strengthen retail, museums, and entertainment.

Meeting #3 – Group B

Key Ideas

- Santa Clara University is considering a history walk along Franklin Street with **“intersections of time”**: each intersection would tell a story for a different period of time.
- Develop **a strategy for parking**, which utilizes surface, structured, above and below ground solutions. Encourage parking built underground for better street level activity.
- Include **public art with technology** features.
- We should **not increase the residential density**. 2-3 stories is all right in the core of the commercial mixed use district, but buildings should not be higher.

Community Meeting #3



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Meeting #3 – Examples



Downtown Chico

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Meeting #3 – Examples



Georgetown, Washington D.C.

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Meeting #3 – Examples



Murphy Avenue, Sunnyvale

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Meeting #3 – Group B

First Steps

- Create a **Specific Plan**; specify densities and design standards.
- Better **integrate the University**, develop stronger connections along Franklin and other streets at the edges of campus.
- Establish **better pedestrian connections** across El Camino Real and Lafayette Street.
- Find opportunities to **incorporate technology** into plans, for example, technology could help tell Downtown history.
- Employ **“Autonomous Vehicles”** first before instituting a trolley.
- Incorporate public art works, including **interactive public art**.

Community Meeting #3

Summary

- Two groups were in Meeting #3, which had different opinions about **height and density** in the Downtown.
- Save historical buildings, including Victorian houses, Train Station, and University buildings. Emphasize the **history of the City's growth** in the plan of Downtown. Have Washington Street go through super block, as it once did.
- Better **integrate Santa Clara University** with other parts of Downtown and improve connections east to the Caltrain Station and west to Franklin Square area.
- Incorporate **public art and technology** along Franklin Street.

Open City Hall Responses

November 9, 2015 until November 22, 2015

<http://santaclaraca.gov/government/open-city-hall>

- *Where is Downtown Santa Clara?* How do you describe how to get there and how would you like to describe where the Downtown area is in the future?

- all area attract buildings clara coffee could dinner
 downtown eat family fill having like main make more open
 out places restaurants retail s santa shop small so some
 stores street students than them those up values were where which

- *What is Downtown Santa Clara today?* Is it a main street, a mixed-use district, a town & gown place, a transit center, or something else? What do you like about Downtown and where do you go when you visit the Downtown area?

area burlingame clara closest could does don downtown eat farmer
 farmers franklin go jasmine lights like love mall market mio nice
 office post restaurants s santa street t thai thing think today vicino was

- *What should Downtown be in the future?* Is there a place in the United States that you like which most resembles your vision for Downtown?

area **attractive** coffee **downtown** drink etc food good
 independent interesting landscaping like little los main meet more most
mountain near new nice out parking place really
restaurants row s santana seating shop shops store
 stores street too up view wide

- *What are the first steps for improvement?* What first steps would help make the Downtown more like your vision? What kind of places and services would make you visit Downtown more often in the future?

- all area attract buildings clara coffee could dinner
 downtown eat family fill having like main make more open
 out places restaurants retail s santa shop small so some
 stores street students than them those up values were where which

Open City Hall Comments

Summary

- Downtown should be **"the main street"** and the most interesting part of Santa Clara to visit. It should be an attractive place to meet up for the evening.
- **Street character** should be narrow and cozy, walkable, safe, with lots of landscaping and ample sidewalk area for outdoor seating.
- There is a desire for eating establishments that are locally owned, bookstores, **neighborhood retail**, and student serving retail.
- Desire to **keep downtown low key** with buildings no bigger than 2-4 stories.

Tonight's Summary

December 1st 2015, 6:30 to 8:30 pm
City Council Chambers

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- It currently doesn't resonate as Santa Clara's Downtown.
- Levi's Stadium & future development will be the destination commercial downtown.
- Does this area need a new name? An old name?

**This is not really
Downtown**



- Focus on the “Super Block”.
- Needs a new vision.
- Preserve and integrate old Victorian houses.
- Scale needs to fit in with the neighborhood.
- Include small-scale retail.
- Should it be the “Old Downtown”?

**Make it place
for locals**



- Strengthen pathways connecting the Train Station, University, Superblock & Franklin Square .
- Create a pedestrian-friendly streetscape with plazas and courtyards.



- The University is an incredible asset for the area.
- Better connections between the University & the area would make a more cohesive, legible, and memorable place.



Land & Building Uses

- Encourage local and independent retailers, for example:
- Book stores, pubs, boutiques, cafes, restaurants, hardware store, gift shops, pharmacy, small grocery store, “mom and pop” shops.
- Allow office & commercial uses in Victorian Houses along Benton Street .
- Provide public plazas, courtyards & pedestrian-friendly streetscapes.

Buildings and Scale

- Maintain the scale of the “Old Downtown”.
- Buildings should be between 2-4 stories, although allow taller buildings along El Camino, and include historic architectural styles.
- Create a walkable environment & include pedestrian pathways, plazas, and courtyards.
- The feel should be of a local place, not a regional destination.

Connections

- Connect to the Caltrain Station along Franklin Street; consider pedestrian bridge across El Camino.
- Extend Franklin Street and Washington Street through “Super Block”.
- Make Franklin Street pedestrian friendly and at the University campus blocks consider the street to be used only for walking and bicycles.
- Open the University campus to the surroundings & provide more connections along Lafayette Street.

Parking

- Think carefully about how much parking and solutions to provide it.
- Provide on-street and off-street parking, surface and structured parking.
- Encourage underground parking.
- Hide parking from the street experience.
- Consider shared use of existing parking structure.

Parking

- Build a parking garage after taking advantage of current supply.
- Manage parking through a permitting system.
- Share parking among various uses & users.
- Create a Strategic Parking Plan.

First Steps

- Craft the identity of the area.
- Strengthen Franklin as a connecting street from Monroe Street to the Caltrain Station.
- Integrate with the University.
- Plan for walkability in the area.
- Begin by focusing on the “Super Block”.
- Identify short-term actions to begin with success.



Murphy Avenue, Sunnyvale

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Pearl Street, Boulder, CO

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Reference Slides

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Downtown Santa Clara



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Residential Street, Boston, MA

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